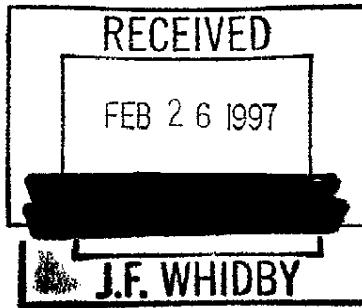


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February 24, 1997

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Addressees:

Enclosed is the final report for Market Sample 39, replacing the draft of January 3, 1997. At the end of the thirty-day review period, no one requested a retest of any brands.

Updated files are on a 1.4Mb, 3 1/2 inch floppy disc, readable on an IBM compatible machine. Two of the files are in Lotus ".wk1" format: one contains TPM, Water, and Puff Counts in addition to Tar, Nicotine, and CO; the other contains the rounded Tar, Nicotine, and CO values. These should be readable by most spreadsheet programs; however, the same information is also provided in ASCII files (with a ".csv" extension) with commas delimiting the data fields. For those having Microsoft's Excel, a ".xls" file is also provided containing contents of both files as worksheets.

An appendix has been added associating the brand name and its key value (called a "brand code" by us) used here internally for identification and processing. My understanding is that the FTC now asks that this be included on 6b's as an unambiguous identifier of any TITL values reported. This association is also on one of the disc files.

Yours truly,


William L. Steele

Enclosures(2)

xc: M.J. McGraw w/o enclosures
Ronald S. Milstein, Esq. w/o disk
David H. Remes w/o disk

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